Welcome

We are an agile arts nonprofit with historic roots.

With more than 100 years as an Iowa City flagship venue, tying your brand with the Englert's is to align with a local legacy.

We produce two cutting-edge festivals: Mission Creek Festival and Witching Hour that serve 7,000 community members combined.

In 2019, we continued to expand our reach by hosting over 200 events at our historic theater, a new series of club shows at The Mill, special large-scale concerts at Big Grove Brewery and the Paramount Theatre, and assisting with beloved local events like the Iowa City Downtown Block Party and North Liberty Blues & BBQ.

We are a growing brand driving the future of our community’s cultural landscape.

We look forward to working with you!

Our Family of Brands

The Englert Theatre

The Englert Theatre produces two annual festivals offers educational programming by Englert Wavelength and produces 100+ shows through Englert Presents.
AS MEMBERS OF THIS COMMUNITY SPONSORING EVENTS AT THE ENGLERT IS A VERY REAL AND DIRECT WAY TO GIVE BACK

WE BENEFIT BECAUSE WE LIVE HERE AND THE ENGLERT IS ONE OF THE CULTURAL INSTITUTIONS THAT MAKE OUR HOME SUCH A RICH AND WONDERFUL PLACE.

--TRINITY RAY, THE TUESDAY AGENCY
Our partnership with the Paramount Theatre in Cedar Rapids allowed us to welcome 1,600 attendees to Wilco’s sold-out show, doubling the capacity of our own space.

The Englert has had a **LONG** history of presenting shows and festivals that occur outside of the walls of our historic theater.

As an organization, we continue to build meaningful **RELATIONSHIPS** to ensure that we’re able to offer artists the right venue for their event.

As a sponsor of the Englert, you’re supporting events that occur in our building and across our **COMMUNITY**.

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### ABOUT THE ENGLERT

- **61,000+ PATRONS**
- **200+ EVENTS**
- **739 SEATS**

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### OUTSIDE OF OUR SPACE

Our festivals expand our reach outside of our building and push the boundaries of our community. In 2019, our festivals were attended by 7,655 people.

In 2019, we partnered with The Mill in Iowa City to present 21 small venue shows in their multi-functional, back-room space.

Also in 2019, we partnered with Big Grove in Iowa City’s southside location for Mission Creek Festival to bring Lake Street Dive to the outdoor beer garden.

Our partnership with the Paramount Theatre in Cedar Rapids allowed us to welcome 1,600 attendees to Wilco’s sold-out show, doubling the capacity of our own space.

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*Jenny Lewis performs during Mission Creek Festival 2019 at The Englert. (RIGHT)*

*Kuldeep Singh performs choreographies in Odissi as part of our Wavelength series at The Englert in 2019. (LEFT)*

*A festival-goer reads during the Visual Poetry Synthesizer at Mission Creek Festival 2019. Photo: Zak Neumann*

*Scott Mulvahill performs at The Mill in 2019. Photo: Zak Neumann*

*Lake Street Dive performs at Big Grove Brewery at Mission Creek Festival. Photo: Zak Neumann*
OUR AUDIENCE

AS A SPONSOR

your business is represented as a supporter of The Englert anywhere we distribute our posters - an expansive network of locations in and outside of Iowa City - the map to the right shows the distribution of materials in downtown Iowa City alone.

OUR WEBSITE AUDIENCE ANALYTICS

29,074 EMAIL SUBSCRIBERS

all information gathered from englert.org visitors

sessions in iowa

Sessions in the past year

74,319 sessions in the past year

Metro area sessions

115,000 sessions in the past year

Top 10 affinity categories

movie lovers
30 minute chefs
music lovers
travel buffs
book lovers
art & theater aficionados
value shoppers
green living enthusiasts
Avid investors
health & fitness buffs

In-market segments

hotels & accommodations
home decor
employment
apparel & accessories
residential properties (for sale)
post-secondary education
concerts
music festival tickets
air travel
pre-owned houses (for sale)

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I LOVE THE SHOUT OUTS FROM THE STAGE. IT’S ANOTHER WAY TO REACH CLIENTS.

--ANDY MARTIN, MARTIN CONSTRUCTION
## Sponsorship Packages

**AMOUNTS**

<table>
<thead>
<tr>
<th>ANNUAL QUARTERLY</th>
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<tbody>
<tr>
<td>30,000 (7,500)</td>
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<tr>
<td>12,000 (3,000)</td>
</tr>
<tr>
<td>6,000 (1,500)</td>
</tr>
<tr>
<td>2,400 (600)</td>
</tr>
<tr>
<td>1,200 (300)</td>
</tr>
<tr>
<td>840 (210)</td>
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</tbody>
</table>

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<thead>
<tr>
<th>RECOGNITION</th>
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<tbody>
<tr>
<td>DIGITAL</td>
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</table>

### 30,000 (7,500)

- **1/2 PAGE x3**
- **Season Presenter**
  - 4 tickets to Englert Presents
- **Title Sponsor**
  - 6 festival passes
- **Title Sponsor**
  - 10 festival passes

### 12,000 (3,000)

- **1/4 PAGE x3**
- **Season Sponsor**
  - 2 tickets to Englert Presents
- **Festival Sponsor**
  - 4 festival passes
- **Festival Sponsor**
  - 8 festival passes

### 6,000 (1,500)

- **1/4 PAGE x3**
- **Show Sponsor x2**
  - 2 tickets to Englert Presents
- **Festival Sponsor**
  - 2 festival passes
- **Festival Sponsor**
  - 4 festival passes

### 2,400 (600)

- **1/4 PAGE x3**
- **Show Sponsor x2**
  - 2 tickets to each sponsored show

### 1,200 (300)

- **1/4 PAGE x1**
- **Show Sponsor x2**
  - 2 tickets to each sponsored show

### 840 (210)

- **1/4 PAGE x3**

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**THE ENGLERT THEATRE IS PROUD TO HOST AD SPACE FOR LOCAL BUSINESSES IN OUR TRIANNUAL PUBLICATION.**

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### Recognition

**EXCLUSIVITY | DIGITAL RECOGNITION | PRINT RECOGNITION**

<table>
<thead>
<tr>
<th>SHOW SPONSOR</th>
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<tbody>
<tr>
<td>N/A</td>
</tr>
<tr>
<td>logo placement on digital event specific pages whenever possible + tagged as a sponsor in any social media posts</td>
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<table>
<thead>
<tr>
<th>SEASON SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>industry exclusivity (max of 4 total) + discount of 10% with multi-year commitment (minimum 3 years)</td>
</tr>
<tr>
<td>secondary logo placement on footer of englert.org website + 1 annual social media post</td>
</tr>
<tr>
<td>secondary logo placement on posters, fliers, and in stages</td>
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</table>

<table>
<thead>
<tr>
<th>SEASON PRESENTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>exclusivity + discount of 10% with multi-year commitment (minimum 3 years)</td>
</tr>
<tr>
<td>preferential logo (at least 1.5x the size of other logos) + logo placement on footer of englert.org website and emails + 2 annual social media posts</td>
</tr>
<tr>
<td>preferential logo (at least 1.5x the size of other logos) + logo placement on posters, fliers, and in Stages</td>
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WE APPRECIATE THE PARTNERSHIP AND OPPORTUNITY TO MAKE TRULY MEMORABLE MOMENTS IN THE ARTS FOR THE COMMUNITY.

--RYAN WEST, WEST MUSIC
FOR MORE INFORMATION, PLEASE CONTACT:

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